

Service at a Higher Level in 2024

By VP of Communications, Kobus van der Zel, CTP, MorrisAnderson and Associates, Ltd.

As the new vice president of communications for our chapter, it's my pleasure to bring you the first TMA Chicago/Midwest newsletter of 2024. This year our chapter President, **Jack O'Connor**, has challenged us to create "Success Through Service" – to clients, others and to ourselves. Our Communications committee, which includes **Heidi Hockberger**, **Mark Silverman**, and **Michael Boyer**, is already hard at work to communicate this message in various ways. As we enter the 100-day range of this chapter year, let's ask ourselves how we can each use this theme to make 2024 a memorable year.

Following the three pillars of Jack's theme, how do we challenge ourselves to bring "Success Through Service" to our clients? Our Chapter is the only one with an awards program, other than TMA Global. Each year we recognize those who contributed the most to their clients, and to others. Perhaps 2024 is the year where you and your firm get recognized at the Executive Speaker Forum for your contribution. It starts with a mindset of "what value can I bring that will make this an award-winning engagement?" – a mindset that will allow you to focus on one aspect that others may have overlooked or taken for granted, to turn a good engagement into a great one.

The second pillar, Service to Others, comes from a mindset of "detachment". All of us give a great deal during our networking, but being detached of the outcome will allow us to add one more step every time we help someone. By making that follow-up call, or nominating a worthy member for an award, or by submitting an article or social media post about an issue you observe in our industry, we can all take our Service to Others that one step further.

The third pillar, Service to Ourselves, reminds us that we joined the turnaround industry to make a difference to those businesses or individuals that need help. Business and society expect us and our association to be the voice of conscience and the true mentor in times of trouble – to suggest the right actions for each situation. To realize where more debt alone will not make a difference, and to make the right referral to add that professional who can turn it into an award-winning success. To spot when a popular social trend has gone too far and to lead by example to show the responsible way of conduct, and even to make sure that others in our chapter that have been setting this example for many years get recognized.

Each year it seems as if our leaders and society are straying further towards unsustainable and irresponsible actions. Let 2024 be the year where the turnaround community shows that we will not accept these trends with our silence, but lead by example to communicate and show that a more responsible course of action can have a better outcome.

Being true to your own convictions is the biggest **service** you can pay to yourself.

A handwritten signature in dark ink, appearing to read 'Kobus', with a large, stylized loop at the end.

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